

RIVER SMITH'S CHICKEN AND CATFISH

A SMALL BUSINESS SUCCESS STORY

Lubbock District Office



In 1976, Bob Corcorran opened a small restaurant called River Smith's to help supplement an ailing construction career. The restaurant was first located on 4th Street and Avenue U. Unfortunately with the construction of the Marsha Sharp Freeway River Smith's was forced to move from Avenue U. to its current location at 406 Avenue Q. Even during the move Bob Corcorran continued concentrating on providing great food, and good service in a timely manner. Popularity of the restaurant continued to increase and Mr. Corcorran made the decision to open a second location at 8222 University Avenue. Both locations came about as the result of several small business loans made under SBA's 504 and 7(a) programs. The SBA programs, which are supported by a number of local lenders, give borrowers access to capital that can be used to construct buildings, acquire property and/or purchased required equipment to open and operate a business. Bob also took advantage of the counseling from the Texas Tech University Small Business Development Center. Efrén Villanueva, a small business counselor, was very helpful to Bob when he decided on this business venture.

River Smith's specializes in home-cooked catfish, and fried chicken using recipes that have been a part of the Corcorran family for generations. No one had ever tasted catfish, or chicken this amazing. Bob worked in the kitchen by day and installed floors at night. That is until enough people tasted River Smith's amazing catfish and chicken. Once Bob discovered that he was better at cooking than in construction, he devoted all of his time to the culinary adventure known today as River Smith's Chicken & Catfish. River Smith's restaurant rapidly grew in popularity, so much that diners had to stand around waiting for a place to sit to enjoy their lunch. Bob quickly expanded his first location to keep up with the demand for unique and delicious home cooked catfish, chicken and other southern Cajun favorites. Today, people from all over the south plains of Texas enjoy River Smith's amazing catfish and chicken. Due to excellent customer service and great quality of food, River Smith's has become a well-known Lubbock Landmark.



Corcorran's son, Paul who serves as an owner/operator and director of catering and deliveries, carries on the family tradition that Bob began. Paul said that the River Smith's catering business also has ballooned along the way, staffing events that attract anywhere from 75 to 2,500 people. He said there is no limit on travel when it comes to catering and delivering. More and more people are asking for River Smith's catering and deliveries from the across the State of Texas. Paul has had some catering jobs now as far south as Abilene and continue to get more and more events booked. Paul mentioned that he has also been smoking and frying up turkeys for the holidays.

River Smith's is also excited to announce the new Healthier Choices Menu. With dishes that focus on lighter cooking styles and ingredients, the Healthier Choices Menu is the perfect choice for anyone trying to follow a sensible, health conscious eating plan. Of course, all of the other River Smith's favorites are still available each and every day.

River Smith's is a proud holder of the coveted "TOP PERFORMER AWARD", awarded to top performing restaurants by the City Health Department. By popular votes of the population of Lubbock, River Smiths received recognition as the "BEST OF LUBBOCK for CATERING" and they were also recognized as the "BEST OF LUBBOCK for DINE IN". These awards say a lot about this small business owner!